

Rep Order# 9803226 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 54523

Printed: 10/23/2012 8:10 AM
Last Received: 10/22/2012 8:58 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1566
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1566
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-PORTION OF SPOTS CONVERTED TO 60S
TOTAL REMAINS UNCHANGED. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*2	W	5A-530A	GD MRN CINN@5	:60	\$1,450.00	10/24-10/24	1 P2	1	1	\$1,450.00	
				Sales Remark: V5 CHANGED TO 60								
				V5 More than 2 codes changed								
	*3	M	5A-530A	GD MRN CINN@5	:30	\$725.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	*6	W	6A-630A	GD MRN CINN@6	:30	\$1,000.00	10/24-10/24	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	*7	F	6A-630A	GD MRN CINN@6	:60	\$2,000.00	10/26-10/26	1 P2	1	1	\$2,000.00	
				Sales Remark: V5 CHANGED TO 60								
				V5 More than 2 codes changed								
	*9	TH	630A-7A	GD MRN CINN@6	:60	\$2,000.00	10/25-10/25	1 P2	1	1	\$2,000.00	
				Sales Remark: V5 CHANGED TO 60								
				V5 More than 2 codes changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*10	M	630A-7A	GD MRN CINN@6	:30	\$1,000.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	*11	W	7A-730A	CBS THS MRNG-1	:30	\$700.00	10/24-10/24	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	*12	F	7A-730A	CBS THS MRNG-1	:60	\$1,400.00	10/26-10/26	1 P2	1	1	\$1,400.00	
				Sales Remark: V5 CHANGED TO 60								
				V5 More than 2 codes changed								
	*13	M	7A-730A	CBS THS MRNG-1	:30	\$700.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	*16	W	8A-830A	CBS THS MRNG-2	:60	\$1,400.00	10/24-10/24	1 P2	1	1	\$1,400.00	
				Sales Remark: V5 CHANGED TO 60								
				V5 More than 2 codes changed								
	*18	M	8A-830A	CBS THS MRNG-2	:30	\$700.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	*21	TH	10A-11A	ANDERSON	:60	\$900.00	10/25-10/25	1 P2	1	1	\$900.00	
				Sales Remark: V5 CHANGED TO 60								
				V5 More than 2 codes changed								
	*22	M	10A-11A	ANDERSON	:30	\$450.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	*24	TH	12P-1230P	LOCAL12 NWS-NN	:60	\$3,200.00	10/25-10/25	1 P1	1	1	\$3,200.00	
				Sales Remark: V5 CHANGED TO 60.								
				V5 More than 2 codes changed								

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Salesperson FAX# 202-955-5348

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	*25	M	12P-1230P	LOCAL12 NWS-NN	:30	\$1,600.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	*27	M	130P-2P	BOLD&BEAUTIFUL	:30	\$800.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	*37	TH	11P-1135P	LOCAL12 NWS-11<	:60	\$5,000.00	10/25-10/25	1 <i>P2</i>	1	1	\$5,000.00	
				Sales Remark: V5 CHANGED TO 60								
				V5 More than 2 codes changed								
	*39	F	1135P-1235A	D LETTRMAN-CBS<	:30	\$850.00	10/26-10/26	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	*40	M	1135P-1235A	D LETTRMAN-CBS<	:60	\$1,700.00	10/29-10/29	1 <i>P2</i>	1	1	\$1,700.00	
				Sales Remark: V5 CHANGED TO 60								
				V5 More than 2 codes changed								
	*43	W	430A-5A	GD MRN CIN&430	:60	\$500.00	10/24-10/24	1 <i>P1</i>	1	1	\$500.00	
				Sales Remark: V5 CHANGED TO 60								
				V5 More than 2 codes changed								
	*44	M	430A-5A	GD MRN CIN&430	:30	\$250.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	*49	SU	630P-7P	LOCAL12-630 SJ	:30	\$1,000.00	10/28-10/28	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								

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---REPORT TOTALS---

Report Totals: 10 / \$19,550.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$33,925.00 Nov 12: 3 / \$5,000.00

Sales Totals: 28 / \$38,925.00

Station Totals: 28 / \$38,925.00 ✓

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$139,018	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

Books null
Demos RA35+

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE	
Advertiser: Priorities USA Action													
Agency: Mundy Katowitz Media													
Station: WKRC-TV													
Order: 54523													
Line: 1													
10/23/12	Tuesday	5:13:59 AM	:30	\$725.00	PRATV1	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$725.00								1	
Line: 2													
10/24/12	Wednesday	5:13:44 AM	1:00	\$1,450.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$1,450.00								1	
Line: 4													
10/25/12	Thursday	5:42:07 AM	:30	\$850.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$850.00								1	
Line: 6													
10/26/12	Friday	6:05:41 AM	1:00	\$2,000.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$2,000.00								1	
Line: 7													
10/23/12	Tuesday	6:50:52 AM	:30	\$1,000.00	PRATV1	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$1,000.00								1	
Line: 8													
10/25/12	Thursday	6:50:52 AM	1:00	\$2,000.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$2,000.00								1	
Line: 11													
10/26/12	Friday	7:58:55 AM	1:00	\$1,400.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$1,400.00								1	
Line: 13													
10/23/12	Tuesday	7:49:21 AM	:30	\$700.00	PRATV1	CBS This Morning	(7:30:00 AM-8:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$700.00								1	
Line: 14													
10/25/12	Thursday	7:58:56 AM	:30	\$700.00		CBS This Morning	(7:30:00 AM-8:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$700.00								1	
Line: 15													
10/24/12	Wednesday	8:19:00 AM	1:00	\$1,400.00		CBS This Morning	(8:00:00 AM-8:30:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$1,400.00								1	
Line: 17													
10/23/12	Tuesday	8:45:40 AM	:30	\$700.00	PRATV1	CBS This Morning	(8:30:00 AM-9:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$700.00								1	
Line: 18													
10/25/12	Thursday	10:14:40 AM	1:00	\$900.00		M-F 10a-11a	10:00 AM-11:00 AM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH-	
				\$900.00								1	
Line: 20													
10/25/12	Thursday	12:03:27 PM	1:00	\$3,200.00		Local 12 News at Noon	12:00 PM-12:30 PM	PRIORITIES USA ACTIO 1566		P-1	1	MWASH-	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 54523												
Line: 20												
				\$3,200.00							1	
Line: 23												
10/23/12	Tuesday	2:59:11 PM	:30	\$650.00	PRATV1	The Talk	2:00 PM-3:00 PM	PRIORITIES USA ACTIO 1566		P-2	1 MWASH	
				\$650.00							1	
Line: 24												
10/24/12	Wednesday		:30	\$650.00		Let's Make a Deal	3:00 PM-4:00 PM	PRIORITIES USA ACTIO 1566		P-2	1 MWASH	
				\$650.00							1	
Line: 25												
10/29/12	Monday	1:05:51 PM	:30	\$1,500.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	PRIORITIES USA ACTIO 1566		P-2	1 MWASH	
				\$1,500.00							1	
Line: 26												
10/25/12	Thursday	5:28:10 PM	:30	\$1,600.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	PRIORITIES USA ACTIO 1566		P-2	1 MWASH	
				\$1,600.00							1	
Line: 27												
10/29/12	Monday	5:35:46 PM	:30	\$1,800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	PRIORITIES USA ACTIO 1566		P-1	1 MWASH	
				\$1,800.00							1	
Line: 28												
10/26/12	Friday	6:27:41 PM	:30	\$2,000.00		6p Local 12 News at Six	6:00 PM-6:30 PM	PRIORITIES USA ACTIO 1566		P-2	1 MWASH	
				\$2,000.00							1	
Line: 29												
10/25/12	Thursday	7:43:22 PM	:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	PRIORITIES USA ACTIO 1566		P-3	1 MWASH	
				\$1,400.00							1	
Line: 30												
10/23/12	Tuesday	11:26:11 PM	:30	\$2,500.00	PRATV1	11p M-Su Local 12 New	11:00 PM-11:35 PM	PRIORITIES USA ACTIO 1566		P-2	1 MWASH	
				\$2,500.00							1	
Line: 31												
10/25/12	Thursday	11:34:00 PM	1:00	\$5,000.00		11p M-F Local 12 News	11:00 PM-11:35 PM	PRIORITIES USA ACTIO 1566		P-2	1 MWASH	
				\$5,000.00							1	
Line: 32												
10/24/12	Wednesday	11:58:30 PM	:30	\$850.00		Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTIO 1566		P-2	1 MWASH	
				\$850.00							1	
Line: 34												
10/29/12	Monday		1:00	\$1,700.00		Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTIO 1566		P-2	1 MWASH	
				\$1,700.00							1	
Line: 35												
10/24/12	Wednesday	12:00:40 XM	:30	\$350.00		Late Late Show	12:35 XM-1:35 XM	PRIORITIES USA ACTIO 1566		P-2	1 MWASH	
				\$350.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Priorities USA Action

Agency: Mundy Katowitz Media

Station: WKRC-TV

Order: 54523

Line: 36

10/24/12	Wednesday	1:46:03 XM	1:00	\$500.00		430-5a News	4:30 XM-5:00 XM	PRIORITIES USA ACTION	1566	P-1	1	MWASH
				\$500.00							1	

Line: 38

10/27/12	Saturday	7:06:18 AM	:30	\$700.00		6a-8a Local 12 News S	(7:00:00 AM-7:30:00 AM)	PRIORITIES USA ACTION	1566	P-1	1	MWASH
				\$700.00							1	

Line: 39

10/27/12	Saturday	7:57:56 AM	:30	\$700.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 AM)	PRIORITIES USA ACTION	1566	P-1	1	MWASH
				\$700.00							1	
				\$38,925.00							28	
				\$38,925.00							28	
				\$38,925.00							28	
				\$38,925.00							28	
				\$38,925.00							28	

[Filtered by:] [Sorted by: Station]